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(Please consider
joining our donors.)

(I/We want to support the One Percent Club!

Contribution Levels (check one):

- Benefactor (\$5,000 and above)
 Sustainer (\$1,000 - \$4,999)
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 Supporter (\$100 - \$199)
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Name(s): _____

Mailing Address: _____

Amount of Gift: \$_____

Please make your checks payable to
One Percent Club.

All gifts are tax-deductible to the extent
provided by law.

Mail this portion to:
*One Percent Club,
1035 East Franklin Avenue,
Minneapolis MN 55404*

The One Percent Club
1035 E. Franklin Avenue
Minneapolis, MN 55404
Tel. (612) 455-5198
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www.theonepercentclub.org

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Edition # 89 February 2007

Giving While Living

our pledge - To increase philanthropy in our community. Specifically, to enlist people to a new standard of giving - to contribute 1% or more of net worth annually, or 5% of income, whichever is greater, to the tax-deductible cause(s) of their choice.

HELP US REACH OUR GOAL OF 1,000 MEMBERS THIS YEAR

An ancient Chinese saying proclaims that a journey of 1,000 miles begins with one step. For the One Percent Club in 2007, the journey to sign on our 1,000th member begins with one new member you encourage to join.

In our experience, the most effective way to attract new philanthropic participation in our community is for those of us who have already taken the one percent pledge to share with family, friends and colleagues what it means to be committed to giving back.

It's easy to hesitate, because talking about money and giving makes us uncomfortable. A great thing about the One Percent Club is that private information about income and assets stays private. We don't care how much net worth a member has or how they

(see next page)

allocate their charitable giving. That first big hurdle aside, you may run into other roadblocks:

- Concern about junk mail. The One Percent Club will not provide membership information to any outside parties, so being a member will not trigger unwanted solicitations.
- Reluctance to brag. How much members give and where they allocate their donations is known only to them. We will not give unwanted notice to members who prefer to stay low-key about their giving.
- Already giving, why join? Becoming a member of the One Percent Club constitutes a promise to make a significant and sustainable difference in people's lives. Making a statement about the importance of giving encourages others to do so, raising the overall level of giving in our community.

In fact, when it comes to joining the One Percent Club there are no hitches of any kind — no dues, no required meetings and no financial disclosures or audits. We only ask members for a commitment to contribute annually one percent of their net worth or five percent of their income, whichever is greater, to the charities of their choice.

One Percent Club members receive benefits that go well beyond the

satisfaction of helping to improve their community. They learn more about philanthropy, meet other givers, and serve as role models to increase the pool of givers.

Start out 2007 by sharing what the One Percent Club means to you with just one person you know. You can adapt and send the sample letter we've provided here if you would rather put it in writing. We're closing in on a milestone moment in the history of the One Percent Club — the addition of our 1,000th member. This represents over \$100 million going back into our community to transform lives. The lives most transformed may be our own.

Judson M. Dayton
Incoming Board Chair

Sample Letter for your Prospects

[Date]
[Name]
[Address]
[CityStateZIP]

Dear [NAME]

Do you ever wonder how the world will be different because you were here? For me, the answer to that question is a pledge I made when I became a member of the One Percent Club.

Our members, almost 1,000 strong, commit to contributing annually one percent of their net worth or five percent of their income, whichever is greater, to the charities of their choice. The One Percent Club has no required

dues, no required meetings and no financial disclosures or audits. All we ask is a promise.

The combined philanthropy of our members, who include many of the most respected business and community leaders in the Twin Cities, contributes over \$100 million cumulatively to making a difference in people's lives. Whether combating homelessness and hunger, enabling preschool education for disadvantaged children, or introducing a whole new generation to the transformative power of the arts, we each have our own vision and mission. What we have in common is the desire to leave a legacy to the community we call "home."

I'm hoping you will join us and make the One Percent Club commitment. Choose the organizations, causes or programs you want to support ... and then do it! As a One Percent Club member, you'll learn more about philanthropy, meet other givers, and serve as a role model to increase the pool of givers.

All you have to do is fill out a few lines on the enclosed form and mail it in. Or, if you have questions, call [Name] at [Phone]. Your pledge will be an inspiration to others and a catalyst for giving in our community.

Thank you,
[Member Name]

FOR THOSE WHO HAVE NOT COMPLETED THE PHILANTHROPY SURVEYS, PLEASE DO SO AND MAIL THEM ASAP. THANK YOU FOR YOUR COOPERATION.

A QUICK SURVEY

Dear Members:

In the future, some of you may prefer receiving your newsletters and other publications via e-mail. This will greatly reduce our costs of printing and postage.

We would therefore want your e-mail address so we can update our database. Others may still prefer receiving the hard copies of our publications. Let us know what your preference is. Please fill out the information and mail to the address below. Thank you!

Print Name(s) of member(s)

E-mail Address

Check here if you prefer the newsletters and other publications e-mailed to you.

Check here if you still prefer the hard copies mailed to you.

**Mail back this portion to:
One Percent Club
1035 East Franklin Avenue
Minneapolis, MN 55404**

OR: e-mail us @ luis.siojo@ppl-inc.org to let us know what your preference is.