

EXHIBIT D

ON LETTERHEAD OF SIGNER

Dear _____:

You perhaps know that I am chairman of the Task Force to help with the planning for the College of Engineering at Michigan. I accepted the assignment because I feel so strongly that the College has the potential for making a contribution to this country of consequential proportions. I believe we are positioned to do that.

In order to help us prepare for the future, the College has established some priorities that we want to examine, evaluate, and test. To prepare for this review process, we have retained a firm which specializes in this type of a study.

One phase of the analysis includes a visit with a very small group of key and important leaders who are close to the College of Engineering. The purpose of the interview is to assess your knowledge and understanding of the College. We are interested in knowing your evaluation of the priorities, how you rate the impact we are now making, and how you feel about our plans for the future. If you feel you do not know a great deal about us, that's important to hear, also.

We are contacting only a few men and women for these interviews. You are one with whom we especially wish to talk. I do hope this will be possible. Dean Johnson's office will be calling in the next few days to arrange for a time for your visit. On behalf of all those to whom the college means so much and those who will benefit so greatly in the future, I thank you for helping us in this very important endeavor.

Sincerely,

EXHIBIT D₁

Dear _____:

The _____ (Institution) _____ is currently engaged in a complete analysis of its needs and programs to help determine its future growth and direction. To prepare for part of this review process, we have retained a firm which specializes in this type of a study.

One phase of the examination includes a visit with a small group of key and important leaders. The purpose of the interview is to assess community knowledge and understanding of the _____ (Institution) _____. We are interested in knowing, also, how you evaluate our service and how you rate the impact we are making. If you do not know a great deal about us, that's important for us to hear, also.

We are contacting only a few men and women for these interviews. You are one with whom we especially wish to talk. I do hope that this will be possible.

We shall be calling you shortly to make an appointment. I thank you for helping us in this very important endeavor.

Sincerely,

EXHIBIT D₂

(This is an excellent example of one of our letters which was perfectly rewritten to reflect the unique situation of this institution.)

**SOUTHEASTERN
BAPTIST THEOLOGICAL
SEMINARY**

Office of the President
II Timothy 3:17



January 25, 2002

Mr. and Mrs. Matthew Caldwell
160 Club Drive
Simpsonville, SC 29681

Dear Bobbie and Matt:

Southeastern Baptist Theological Seminary is currently engaged in a complete analysis of its needs and programs to help plan for its future growth and direction. While we are grateful to God for His blessings and the achievements of recent years, we believe that we have an unprecedented opportunity to train the next generation of men and women who will literally take the gospel to the ends of the earth. In order to meet such a challenge, we must diligently review and evaluate our entire ministry. To prepare for part of this review process, we have retained a firm that specializes in this type of a study.

One phase of our study includes a personal interview with a small number of key and important leaders. The purpose of the visit is to assess the knowledge and understanding that individuals have of Southeastern Seminary, and whether you believe that we are fulfilling our mission. We are interested in knowing how you evaluate our training of men and women for ministry, and what impact we are making in our churches, schools and mission endeavors. Even if you do not know a great deal about us, that is important for us to know. Your insight is invaluable to us as we plan for the future.

We are contacting only a few men and women for these discussions. You are one with whom we especially wish to visit. I do hope that this will be possible. Your input will be invaluable as we look forward to the future.

Since I will be in the Philippines on a mission trip for the next three weeks, I am asking Dr. Bart Neal or one of his staff to contact you personally to make an appointment. Thank you in advance for your help in this very important endeavor. We believe that this is the beginning of even greater things to come for Southeastern.

Until He Comes,

A handwritten signature in cursive script that reads "Paige Patterson".

Paige Patterson

EXHIBIT D₃



The Mission Society
For United Methodists

P.O. Box 922637
Norcross, Georgia 30010-2637
Phone: 770-446-1381 • Fax: 770-446-3044

Mr. and Mrs. John J. Brown
123 Cherry Street
Lexington, Kentucky 40502

Dear John and Jane:

The **Mission Society for United Methodists** is an exciting place to be these days. We now have 147 missionaries serving in 30 countries. We are in the process of opening a new field in Egypt and praying about the new ministry in another Muslim nation.

Our World Parish Ministries is helping countless churches capture a heart for missions. Lives are being won to Jesus Christ through our efforts. We feel privileged to be our Lord's messenger.

We are now considering the feasibility of a campaign to increase the scope and impact of **MSUM's** ministry. We want to determine how our friends and supporters feel about our work and ministry and our plans for the future.

We are asking a few men and women to help us resolve what might be the next appropriate steps for us to take. You are one of the important couples we wish to talk with.

We have engaged a firm that specializes in this type of a study to conduct these visits and then to prepare a report with recommendations. Our office will be calling you in the next few days to invite your participation in this very important interview process and answer any questions you may have.

It is important to emphasize two things. First, this is not a meeting to ask you for a gift. Secondly, your comments and views on **MSUM** are confidential. The results of the meeting with you and others are reported anonymously.

I will be very grateful to you for taking time to advise **MSUM** through this study as we prepare to undertake a significant step in our development as a major mission agency. Your participation will be immensely valuable in helping us plan for the future of our mission efforts and immeasurably increase our impact on the world.

Grace and peace,

Philip R. Granger
President and CEO

EXHIBIT D₄

DRAFT

Dear

I am writing to you today on a personal basis. I am not writing to you to ask for a gift. We have selected you and nineteen others around the country because we need your wisdom and perspective. Let me explain.

CAFOD, as you know, is the international development and relief organisation of the Catholic Church in England and Wales with direct responsibility of serving the poorest of the world.

We are very proud of our 40 year history of saving and improving lives and bringing hope to the poor. We are especially proud of our high efficiency and our exceptional staff and partnership network. We work in 50 countries with our worldwide staff. Through our church partners we have an unparalleled ability to interact with the poor of the world.

Until very recently, we were an organisation that depended on perhaps a hundred thousand small donations a year. This has amounted to hundreds of millions of pounds over the years. A few gifts were received at the million pound level, but they were rare.

We have never made an effort to interact specifically with lay Catholic leaders but our faith now demands that we become proactive in a major gift effort. As a direct result we are planning our first ever national campaign to make contact with Catholics blessed with means, all over England and Wales. We are doing everything possible, including this select effort, to ensure that we are as successful as possible.

As part of this 'due diligence' we have selected twenty people. Some are donors, some are not. We believe all are sophisticated in efforts such as we envisage. None are actually involved in the planning of our efforts. For example, none are CAFOD board members. This is on purpose. We are looking for new opinions. I need your help.

I would respectfully request that you give my colleagues one hour to discuss this idea with you. I will ask Jeremy Prall to call you to discuss possible dates for a meeting. The individual meeting will include Jeremy, Chris Bain CAFOD Director and Oleg Lobanov, who developed a similar organisation for CRS – CAFOD's sister organisation in the United States.

It is my hope that after that meeting you will be interested enough to join me personally for a meeting to discuss the formation of a steering committee.

Thank you for your consideration. I would not ask you to do this if I did not believe that the effort we plan will allow CAFOD to save even more of the world's poor.

Devotedly yours in Christ,

Cardinal Cormac Murphy-O'Connor
Archbishop of Westminster

EXHIBIT E

LETTER TO BE SENT TO CONFIRM THE VISIT

(After you have made your call and determined that the person is willing to be interviewed, you should send a confirmation letter, a copy of the question & answer piece, and a copy of the case statement. The type of letter you may wish to use as a sample follows.)

Miss Lotta Money
123 Cherry Street
Anytown, Ohio

Dear Lotta:

I am so pleased that we were able to arrange the time for your visit. The session with you is particularly important.

Jerold Panas will be at your home on (Date) , at (Time) . As I mentioned, he would like to have about one hour with you.

I'm sending a copy of our planning document. It describes the (Institution's) vision for the future. It is only a visual-draft— that is why it is especially important that we get your reaction before it is put in final form.

Please review it, mark it up in any way you wish, and indicate any areas that aren't clear.

Thank you so very much. Your counsel and guidance will be immensely valuable in guiding us to the future.

Sincerely,