

We rely heavily on this drive to meet our financial needs for the coming year. A very large percentage of our annual income comes from this ANNUAL MEMBERSHIP RENEWAL drive.

In fact, did you know 98% of our funds come from gifts of \$15 or less -- and \$15 is the amount of voluntary dues?

Now I realize \$15 may be a lot to ask of you.

But it's important you know we operate A.F.A. on a bare-bones, no-frills budget. Our audit showed we spend 83% of our funds on projects; that is, doing the job. Just 2% goes for administration and 14% on raising funds.

I'm proud of that record.

I think it shows you how hard I'm working to keep the only promise I've ever made to you:

That I will be the best steward of your gifts I can be.

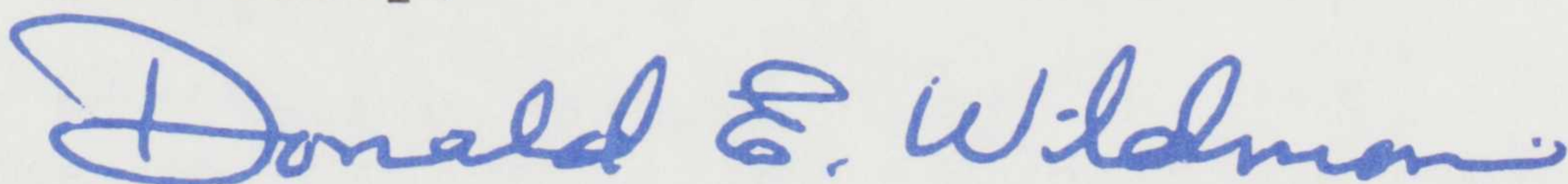
Today I urge you to please continue to make A.F.A. your AMERICAN FAMILY ASSOCIATION. No matter how large or small, your contribution today will make a major difference in 1989.

Please, renew your membership now. It's only \$15. It's an investment in your childrens' future.

Of course, if you can and desire to give more, I would deeply appreciate it.

Thanks for being a special friend and for all your support. God bless you. And I ask for your continued daily prayers during 1989.

Sincerely,



Donald E. Wildmon, Executive Director
AMERICAN FAMILY ASSOCIATION