when you shop.
(4) Sign and mail your postcards to **Mennen** and **Clorox**.
(5) From now through July 1990, <u>don't buy any **Mennen** or **Clorox** products</u>.

And one final action,

... please send a contribution to help our **AMERICAN FAMILY ASSOCIATION** carry out this boycott.

Some projects your contribution will help fund are:

++ Contact 3,000,000 Christians with **"BOYCOTT CARDS"** like the one I sent you today.
++ Produce and mail **"BOYCOTT CARD"** decks (100 cards in each deck) to 170,000 churches all across the country -- could recruit 17,000,000 Christians to join boycott.
++ Produce and distribute special radio and television programs and ads (the air time is being donated) to air on Christian stations encouraging listeners to join us.
++ Produce and distribute bulletin inserts for churches and special ads for Christian newspapers and magazines.

In all these ways we hope to unite millions of Christian consumers to join the boycott.

But the cost to carry out all these projects is immense. For example, just to produce and mail our **"BOYCOTT CARD"** decks will cost A.F.A. over $80,000.

And that's just one project.

Please, help with a contribution for whatever amount you can send; whether it's for $15 or $1,500. All our projects are paid for through the generosity and sacrifice of individuals like you.

In fact, I was able to send you this letter and recruit your help because someone gave me the money to do so. Won't you help us reach more Christians with a contribution today?

And for your tax-deductible gift of $15 or more, I will mail you a one-year subscription to our 24-page <u>AFA Journal</u>, currently read by nearly 1,000,000 people. Through your <u>Journal</u> magazine, you can follow the progress of the boycott while getting valuable information about many moral issues facing Christians and families.

This could be our last best hope to stop TV's attacks on our faith and our families. Please take a stand so our children can have a decent society in which to live. God bless you for your help.

Sincerely,

Donald E. Wildmon

Donald E. Wildmon, Executive Director
AMERICAN FAMILY ASSOCIATION

P.S. With your tax-deductible gift of $15 or more, in addition to your one-year subscription to the <u>AFA Journal</u> magazine, we will also send you a copy of our **"A.F.A. Address Directory"**. <u>The directory has cross-referenced all the advertisers on network television, their products, addresses, people to contact, phone numbers and more</u>. It also has the addresses and phone numbers of hundreds of other key people -- U.S. Senators and Congressmen, law enforcement officials, etc. You will use this **"Address Directory"** often. Join us, won't you? You're needed!