

(1) National Library for the Blind

LEAFLET FRONT

The beauty of the written word should be available to everyone...

“There was no possibility of taking a walk that day. We had been wandering, indeed, in the leafless shrubbery an hour in the morning: but since dinner (Mrs. Reed, when there was no company, dined early) the cold winter wind had brought with it clouds so sombre, and a rain so penetrating, that further outdoor exercise was now out of the question.

I was glad of it: I never like long walks, especially on chilly afternoons: dreadful to me was the coming home in the raw twilight, with nipped fingers and toes, and a heart saddened by the chidings of Bessie, the nurse, and humbled by the consciousness of my physical inferiority to Eliza, John and Georgina Reed.”

(Charlotte Bronte : Jane Eyre, Chapter 1)

Only it isn't.

LEAFLET BACK

Can you remember the first time you read a piece of great literature ?

Wasn't it wonderful ?

We want visually impaired people to be able to experience that same wonder.

Won't you help us ?

National Library for the Blind

APPEAL LETTER

Name
Address

Date

Dear

Q : With so many Charity appeals these days, which one should you choose to support ?

A : The one closest to your heart

As a lover of literature, I'm sure you'd agree that the written word is one of civilization's finest achievements. Not only classical works, but modern fiction, biography, history and myriad other expressions of artistic writing provide us with a treasure chest of knowledge, culture and entertainment that we are so lucky to have.

Some of us, that is.

Unfortunately, one group of people is unable to experience anything like the same joy and pleasure from the written word, for the simple reason that they are blind or partially sighted.

The National Library for the Blind is the only charity devoted to providing Braille books and other services to the visually impaired. In order to continue our activities day in and day out, we depend on the generosity of people like you. People who love reading, who appreciate the splendour of literature, the importance of culture and the power of knowledge. It is only by continuing to receive such invaluable support that we are able to go on helping the many blind and partially sighted people who rely on us.

So if you'd like to contribute to a most worthwhile charity, one which we hope is as close to your heart as it is to ours, please consider making a donation today.

Simply complete and return the attached slip, especially the Gift Aid box if you are a taxpayer. This means we can turn every pound into £ for the benefit of people who love books but who presently live in a world without them.

Yours Sincerely,

More >>>

(2) LEAGUE AGAINST CRUEL SPORTS

ENVELOPE HEADLINES FOR WILDLIFE SANCTUARY APPEAL

1. For the sake of our wildlife, we're asking for protection money.

2. Do you have a moment to listen to an appeal for Sanctuary ?

3. Our wildlife needs protection more than ever.

Will you help us to pay for it ?

4. We'd like to appeal to your better nature.

Because we believe in Better Nature

5. 2,000 acres of wildlife sanctuary. Can you think of a worthier cause ?

6. Do you believe in protecting wildlife ?

Open this and we'll tell you how you can help.

7. We'd like you to put your money where our mouth is.