

**Subject: A humble ask (and no I have not been hacked)**

**Date:** Tuesday, September 22, 2009 1:16 PM

**From:** Margaret Battistelli <mbattistelli@napco.com>

**Reply-To:** Margaret Battistelli <mbattistelli@napco.com>

**To:** Roger Craver <rogercraver@gmail.com>

**Conversation:** A humble ask (and no I have not been hacked)

Dear Roger ....

I've learned a lot about fundraising in the past six years -- most of it from people like you. (Yes, this is a form letter of sorts, but it's gone to a very carefully selected "list.")

First and foremost: If you don't ask, you don't get. And secondly, if you're going to ask ... ask boldly and with outrageous hope. And that's why I'm asking you to help me help a friend.

My friend Don lost his eyesight two years ago due to complications from diabetes. As you can imagine, it wreaked havoc in his life. He's on the road back to some semblance of normalcy ~ despite recurring diabetes-related setbacks and other medical problems ~ with the help of a few good friends (including me).

Going forward, he can make due on what income he has. But I want very much to help him pay off a relatively small amount of debt that's weighing heavily on his mind -- mainly bills like utilities and a credit card that went unpaid in the turmoil after he first lost his sight and when he didn't have the help he needed in keeping things in order.

I want to do it before it builds to a point where it's impossible for him to catch up.

The total is \$3,000 -- not a lot by many people's standards. But it is by mine, and certainly by Don's. I'm planning a small fundraiser, but I thought I could complement whatever that brings by just ... well ... asking.

So I'm doing just that ... asking for your financial help so that I can help Don get back on steady financial ground and restore some part of his peace of mind. My hope was to get 30 people or businesses to give \$100

each, but anything at all that you feel comfortable giving would be appreciated.

It's not a loan (though if you would like for me to pay you back, I'll arrange to do that myself). It's not even really a donation, because there's no foundation or organization involved. There's no online payment option, no donor wall to have your name engraved onto, no gala to attend. Your gift won't be tax deductible.

What I will send you in return is an awesome CD of rock and blues covers by my favorite local band (The King Pins) and one of my own personal family recipes ~ which if my mom was alive to know I was sharing, she would wallop me with a rolling pin! (Please specify omnivore or vegetarian.)

And if you live near Philly and need your car washed, or your dog walked, or your plants watered while you're away... I'm there. And I can bring a gaggle of Youth Ministry kids to help with bigger jobs. If you visit Philadelphia and would like a home-cooked meal while you're in town, I'm your gal.

More importantly, however, you'll get a great deal of sincere gratitude from everyone involved, prayers of thanks and warm blessings on your behalf, and the knowledge that you helped another human being, one on one.

Don has an amazing spirit. He is a constant source of inspiration to me. For example, he said recently, "If I didn't have an aunt who introduced me to the arts, who made it a part of my life, I think it would have crippled me." I find that a wonderful testimony to the spirit of a person who has no sight but tons of vision.

I know you are a charitable person and have your own favorite causes to support. I know money is tight all around. (If it wasn't, I wouldn't have to be reaching out to you.) I know there are lots of blind and vision-impaired folks to help and lots of organizations to help them. And I know that whatever I'm asking you to give here could make a larger (in some sense of the word) impact on the vision-impaired community if given to one of those organizations. But given in this way, it will make a deep and immeasurable difference in the life of one wonderful man. Who happens to

be my friend.

If you can help, please send your gift to my home address (listed below, but I'm moving on Oct. 3). I'll cash any checks and put all money (whether from gifts or the fundraiser) into Don's account and use it solely to pay off the bills. And I want to stress that this is, indeed, a one-time problem. Don can live on his current income; what he can't do on his own at the moment is catch up in one fell swoop. Your money won't go toward ongoing living expenses or fall into a black hole posing as a solution to an insurmountable problem. This is as direct and immediate as charity gets.

If there's anything left over, I'll come up with a list of charitable options and ask each and every person who donated what they would like for me to do with it.

Thank you for hearing me out and at least considering my appeal. Could this be a scam? Of course! But I've sent this to you because I think we know each other well enough for you to know that the need here is legit and my intentions sincere. And should you worry that this is coming from someone posing as me, please feel free to ask me for any information that would put your mind at ease.

All the best!

Sincerely,  
Margaret

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PS: I know this is a little ballsy and off the wall, but in addition to giving to nonprofit organizations, I like to help -- or at least try to help -- one on one as much as possible. My heart tells me this is an OK thing to do at this

time. I hope no one takes offense, and if so, I sincerely apologize. This also is in no way related to my position with the magazine. I'm sending it to my work colleagues from my work address so as to avoid being swept up in your spam filters.