

Vietnam Veterans Memorial Fund
Photo Album with Memorial Day Invitation

Dear Personalized,

The Vietnam Veterans Memorial Fund holds a ceremony at The Wall each year to remember and honor those Americans who served in the Armed Forces. Each year, hundreds of veterans, family members, servicemen and women travel to Washington, DC to take part in this moving tribute.

I would like to personally invite you to participate in this program by joining us for the 2003 Memorial Day Ceremony. Your VIP invitation is enclosed.

On May 26, 2003, at 1pm, we will be gathering at The Wall to honor those men and women who made the ultimate sacrifice for our freedom. As a Vietnam veteran myself, I can tell you firsthand what it means to stand there at The Wall, and to really know that your involvement is important.

The Wall was built over twenty years ago to stand as a symbol for healing. But in those years hence it has become so much more than that. What began as a Wall that Heals has also become a Wall of Education, a Wall of Reflection, a Wall that Remembers as you have become an important part of the Memorial Fund's vital programs.

I have included a photo album along with my letter today, so that you can use it to keep some of your own cherished memories close at hand. I thank you for all of the support you've given to the Memorial Fund's programs in the past, and I thank you in advance for all that you continue to do.

It is only with your help that we have not only been able to hold our annual Memorial Day ceremony, but have been able to expand the Memorial Fund's programs held throughout the year.

Programs such as:

Mother's Day at The Wall, where heartfelt messages are read loud and Mother's Day cards are placed at the base of The Wall;

- **In Memory Day**, a special ceremony held to honor those who served in the Vietnam War and died prematurely but whose names are not on The Wall; and
- **Put a Face With a Name**, a digital archive of each and every serviceman and woman who fought bravely, and whose name is now inscribed on The Wall in remembrance.

In fact, if you have a picture of someone whose name is inscribed on The Wall, including it in the Vietnam Veterans Memorial Fund *Put a Face With a Name* program is a wonderful way to honor them this Memorial Day. **Please visit us at www.vvmf.org or call at 202-393-0090 for further information on how to participate.**

My friend, I hope you will continue your generous support of the Vietnam Veterans Memorial Fund. When you choose to get involved...through volunteering your time...through participating in our important programs...through sending in a gift today to help the Memorial Fund continue its hard work

...you are actively taking part in honoring and preserving one of our nation's most important historical legacies.

I do hope you will send in a gift today – of \$ __, \$ __, \$ __, or even \$ __, if you possibly can.

Rest assured that your gift will help directly in the preservation of The Wall itself, and in the preservation of the Memorial Fund's many important ceremonies and educational programs.

It will also help the Memorial Fund maintain its maintenance program. Right now, we have an immediate need for new lighting at The Wall this summer. It is so important to have proper lighting at The Wall, both for the safety of each visitor, many of whom pay their respects at night, but also because illuminating the names of each fallen soldier is our sign of respect to those who have fought bravely for our country.

We must never let the light go out on them. Please participate in this important program today, and help keep the light shining on our nation's heroes.

I hope to see you at The Wall this Memorial Day – please RSVP soon. But if you can't make it on that day, I invite you to participate in the visitors program by visiting The Wall sometime soon. With over 4.4 million visitors each year, The Wall is Washington's most visited monument.

It is a great place to experience reflection, peace and history. As your face is reflected on The Wall, I hope you will keep in your heart the men and women whose names reflect back to you. When you give to the Memorial Fund, you are keeping their memory alive.

With sincere thanks,

[sig]

Jan C. Scruggs
Founder & President

P.S. Don't forget to RSVP for your VIP seating at The Wall on Memorial Day, May 26, 2003, at 1pm. And remember, you can always call us at 202-393-0090 or visit our website at www.vvmf.org for more information on *Put a Face with a Name* and our other important programs.

Reply: Yes, Jan, I want to keep the memory of our heroes alive. To help the Vietnam Veterans Memorial Fund in all of its ceremonial and educational efforts, I have enclosed my gift of:

Teaser:

Your VIP invitation is Enclosed! Seating is limited!