



OFFICE OF
SCHOOL ADVANCEMENT



800 Clapboardtree St.
Westwood, MA 02090

January 23, 2008

Mr. James Clark
President
JLS Mailing Services
672 Crescent Street
Brockton, MA 02302-3360

Dear Jim:

Greetings from Xaverian!

I want to take this opportunity to thank you and your associates for all your efforts in helping us to facilitate and improve our direct mail programs. We have received valuable input and ideas regarding the design of our letterhead, outside envelopes, and especially with the insert that we used with our January 2008 mailing. Mark, Nancy, and Liz have responded to our creative and production needs in a timely and organized manner and have exhibited excellent technical knowledge when working with our data files.

Another benefit that we derived from JLS is your assistance with segmenting the various constituents (e.g., parents, alumni, etc.) for the different versions of letters, which were part of our fall mailing. Your strategy of asking donors to give or upgrade their gift in a manner consistent with their response patterns helped us to improve the volume of increased giving. It was also beneficial for us to implement your strategy of recapturing lapsed donors by sending specific letters to both recent and lapsed donors.

Please express my sincere appreciation to all your staff for their efforts and for the level of service provided to Xaverian.

Sincerely,

A handwritten signature in black ink, appearing to read "John F. Bowen". The signature is fluid and cursive, with a large loop at the beginning and end.

John F. Bowen
Director of School Advancement