

### New Campaign Inspires Americans To Give

(NAPSA)—The horrific events of the Tsunami and Hurricane Katrina brought the nation dramatic images of people who desperately needed help. In the weeks that followed, one organization was inspired by the generosity of the American people and wondered how it could sustain that level of giving and volunteering after the compelling images faded from the news. Born of its ongoing work with those who responded to Hurricane Katrina, the Ad Council developed the Generous Nation campaign to stimulate volunteering and giving.

The unprecedented campaign includes the call to action “Don’t Almost Give. Give.” and encourages individuals to visit [www.DontAlmostGive.org](http://www.DontAlmostGive.org), a new comprehensive Web site created and developed pro bono by Tribal DDB. The Web site connects visitors to thousands of nonprofit organizations.

The campaign is designed to inspire Americans to translate their everyday compassion and good intentions into action by giving more often.

“History has proven that Americans are compassionate, committed people who help others in tangible ways, both large and small, particularly in times of crisis. However, as generous as we are, sometimes instead of giving, we



**The unveiling of the Generous Nation campaign communicates this message: “Don’t Almost Give. Give.”**

almost give,” said Peggy Conlon, President & CEO of The Advertising Council. “This poignant campaign will inspire and motivate people to act on their best intentions to help those in need.”

At the campaign Web site, [www.DontAlmostGive.org](http://www.DontAlmostGive.org), individuals can find ways to make a donation, search for volunteering opportunities in their community or get involved in a charity that aligns with their interests. Visitors are linked to nonprofit organizations representing a breadth of causes, including the American Red Cross, United Way of America, Big Brothers Big Sisters of America, and Habitat for Humanity.

The Ad Council has historically been known as the advertising industry’s “Gift to America.” For the first time, they have created a campaign that benefits the entire nonprofit community.