



*smallest* HOLIDAY 2006/WSN 17  
**NEWSLETTER™**  
brought to you by North Star Marketing, Inc.

### *How to Choose a Charity*

- Think about what is most important to you, and who or what you want your donation to support.
- Charity rating services like the BBB, AIP and Charity Navigator can give helpful assessments of nonprofits.
- For a tax deduction verify the charity is a certified 501(c)(3) by the IRS.
- Find out if the charity is achieving its goals.
- Call up a nonprofit and ask them why you should make a donation! Or ask your friends and family what they know about the charity.



Introducing North Star's Newest addition, Aidan Francis Neary!

### *We want your vote!*

As we shift from elections to holidays we are still in the voting mood. Last year we did something different for the holidays. Instead of buying gifts for our clients we contacted the Family Service of Rhode Island and fulfilled the holiday wishes of two teenage girls. It helped us focus on what was really important during the Holiday season. Our clients loved it and called to thank us for including them. This year we want to do the same thing but we have a dilemma (this is where you come in). We all have our own ideas about which charities to support. So we decided to ask you, our faithful WSN readers, to help.

Please go to [www.fortheloveofmarketing.com](http://www.fortheloveofmarketing.com) and vote for the charity you believe we should donate to in honor of our clients this year. See the back of this newsletter for complete details.

As we look to the end of the year – I want to say thank you to so many of you for making this our most successful year. I am truly grateful.

Happy Holidays!

April Williams McCrory  
President & Visionary

*Warmest wishes this holiday season!*



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Cast your vote at [www.fortheloveofmarketing.com](http://www.fortheloveofmarketing.com) and be automatically entered to win a **\$100 Visa Check Card** just in time for your holiday shopping. All votes must be cast by **Noon, December 18<sup>th</sup>**. We will notify you of the charity that “won” and the recipient of the gift card by December 20<sup>th</sup>. Thank you for helping us make someone’s holiday season brighter.

### ***The North Star Picks***

- April Williams – **2 teens through the Family Service of Rhode Island**
- Amy Neary – **The Fisher House Program**
- Jennifer Halfpenny – **Domestic Violence Resource Center of South County**
- Amy Nightingale – **Providence Animal Rescue League**
- Caity Fair – **Rhode Island Family Shelter**
- Pam Martin – **Rhode Island Community Food Bank**
- Sarah Gillespie – **Rhode Island Free Clinic**
- Jamie Sharp – **St. Mary’s Home for Children**
- Lynn Shippee – **Rhode Island Community Food Bank**

Until next time,

The North Star Team