Dear friend of the Never Forgotten Honor Flight,

Mike Thompson and Jim Campbell, our co-founders, know how to sell.  If you’ve ever talked with them, and you probably have, you’ll agree that they could sell ice cubes to Eskimos.  Both of them had successful careers in sales, so when it came to launching the Never Forgotten Honor Flight, they were eager and ready to use all they had learned on behalf of our veterans.

Both Mike and Jim had lots of business contacts in their databases.  And since their careers were in corporate sales, that’s where they started: with the businesses themselves.  They put together a great marketing letter and sent it to all their business contacts.  It was then that they made a huge discovery, one that would indicate the nature of this new enterprise and chart its course for the future.

The 400 letters they sent generated about $450 in contributions from corporations, just enough to cover printing and postage.  What came in was from employees.

We have had some wonderful corporate sponsors through the years, and we’re more than grateful.  We wouldn’t be where we are without them.  But what got it all started was the grass-roots support of ordinary people like you and me.  We couldn’t have gotten off the ground without it (*pun intended*).  And even for our corporate sponsors, it’s been the strong support of their people that has made it possible for them to give so generously.

Last week at our pre-flight dinner, I sat with one of the three sisters who lead the Hodag Country Festival, the organization that sponsored Flight #47.  When I asked what got them interested in the Honor Flight, she told me the fans wanted a cause to contribute to, and the Never Forgotten Honor Flight proved to be the cause they could rally around.  Because of this tremendous fan base, the Hodag Country Festival has now sponsored two flights and is looking to do more.

The Never Forgotten Honor Flight has always been about the ordinary guy (and gal).  In the Army we used to call him “Joe Tentpeg.”  It shows in the dedication of the all-volunteer board, the redshirt volunteers, the 5,307 individual donors, and all of the other ordinary people who give of their time and money to send veterans on the “trip of a lifetime.”  You got it started, and you continue to inspire our corporate sponsors as well.

So thanks to all of you who work and give so generously on behalf of our honored veterans.  Hats off to you!

Here’s a look at our scoreboard as it stands after the April flight:

|  |  |
| --- | --- |
| **Veterans flown** | **Waiting list** |
| WWII | Korea | Vietnam | Total | WWII | Korea | Vietnam | Total |
| 1,045 | 1,258 | 2,202 | 4,505 | 1 | 3 | 553 | 557 |

For the heroes,



Ken Moberg

President

Never Forgotten Honor Flight

