**The Idea:** Sue’s retirement plans were in the air, no final date had yet been decided, but time was running short. Something had to be done. What was needed were some subtle reminders of what lied ahead for the future retiree.

**The Setup:** Covert action was required. The gentle drip, drip, drip of hints and seemingly normal occurrences leading up to the storm of the final retirement day. The “mark” needs to be totally unaware of the actions that will transpire against her. Only involve the required conspirators so no secrets slip out.

**The Plan:** Retirement and AARP. Inseparable ideas. Let’s make sure that Sue is really ready for retirement. But let’s also remind her that it won’t be easy, and that it’s a cold hard world outside the walls of NM when you’re old. AARP can help. But not the real AARP, they’re too supportive and kind. Sue needed a real wakeup call.

Spoof letters, ostensibly from AARP, with appropriate wording adjustments was just the ticket. Have them arrive at random times as her retirement approached.

**The PUNK:** *Letter #1:* We found an actual AARP membership solicitation from one of Sue’s co-workers. The original letter was steamed open and the contents removed. The letter was then parodied, signed by Harry Knuckles the ficticious AARP recruiter, and set up for mailing. Real artifacts from the original AARP letter were included, and others “modified”. The new letter along with real items were then re-stuffed, the letter sealed and dropped in Sue’s mail slot. Let the fun begin!

This first letter was fairly subtle, just a few adjustments, enough to be thought-provoking yet seem real and she bought it! It was difficult to remain straight-faced while Sue incredulously read various parts of the letter to us, barely able to believe that AARP could say these things.

*Letter #2:* One week later. Now we can get a bit more radical. The second letter was totally made up, and included wild suggestions for retirement such as discounts on hair-bluing supplies and death insurance. The original envelope was trashed, but junk mail to the rescue. A plain window envelope was found, steamed open and contents removed. The second parody letter signed by Shirley I. Bring-em-in, along with parodied ads were stuffed in, the envelope re-sealed and dropped in Sue’s mail slot.

*Insurance Forms:* At the same time an insurance application that was received by one of the team members was modified, its original perforated mailer was slit open, contents removed and replaced with new modified documents.

**The Finale:** Sue called one of the team members into her office to read through the letter and ask some advice on these strange letters she’d been receiving. When Sue thought she needed to contact HR, the scam was revealed. Shock and awe ensued.