

SAMPLE

Dear Ms. Sample:

Isn't this a great time of year? Thanksgiving is just around the corner and our thoughts turn to family and friends. During this festive time I ask that you not forget about those other "friends" who need help also.

They are the less fortunate in our community. Those who struggle to make it each day. These individuals have disabilities or other disadvantaging conditions that have prevented them from finding employment and being productive in our community.

Quite simply they have little hope of surviving day to day.

Each year at Goodwill we work hard to help these individuals. In fact last year Goodwill Industries of the Chesapeake, Inc. provided training, employment, and family support services to approximately 3,728 individuals with disabilities or other disadvantaging conditions.

We also work hard during the holidays with our Annual Thanksgiving Dinner and Career Fair in November. The goal is to provide a healthy meal to the less fortunate and connect them with our employment services.

Last year we served 3,200 disadvantaged individuals a warm, healthy Thanksgiving meal at our event. Additionally, we provided these individuals job training and employment services, helped with resume writing, and offered a link to other social service organizations in the area.

To continue fulfilling our mission and this event, Goodwill depends upon the support of people like you. Those who care deeply about the disadvantaged in our community.

With your support we can make this Thanksgiving very special and rewarding for others.

In November we will provide a new start for many people, and the contributions from individuals like you allows us to continue this support into the New Year.

Your generous donation of \$XX, XX or XX will go to support our Thanksgiving Dinner and our employment programs.

This support lasts not only a day, but also a lifetime.

So join us in celebrating our Thanksgiving Dinner, and helping these individuals with a hand up not a hand out. On November 22nd feel good knowing that you are reaching out to the less fortunate with the spirit of Goodwill.

When you send your gift, I'm hoping you'll also sign and return the enclosed Thanksgiving card. It's a way for you to encourage someone who wants to earn their way up.

Sincerely,

P.S. We have been serving this community for 87 years as a trusted charity. You can be sure that your contribution to Goodwill will be put to good use.