

SAMPLE

July 2007

Dear Mr. Sample;

As July 4th approaches I think about independence and personal freedom. This is a time of year where we celebrate these great virtues in our country.

However, it is also a time where we can't forget those who may not have their own sense of independence. Wouldn't you agree?

Since 1902, Goodwill has helped thousands of people find their own personal independence. We have helped individuals who have disabilities or other disadvantaging conditions that have prevented them from finding employment.

These are people normally discarded by society, and today they are a vibrant part of our economy, and the fabric of our society. In 2006 over 2,000 people entered the job market with the help of Goodwill. Today they are free from welfare or other government support. They just needed a chance to put their own spirit of independence to work.

NOW THEY ARE taxpayers and productive, self-sufficient members of our community.

Still there are many more to help, and we need your support to continue this mission. Supporting Goodwill is an act of good citizenship. It is Americans helping Americans by giving them a hand up... not just a handout.

Your generous gift will continue providing family support services, job training programs, and placement services for people who have disabilities or other barriers to employment. Most importantly, you'll be giving them a chance to become truly independent.

Please send a gift of gift of \$XX, \$XX, or \$XX in the envelope provided. Help change someone's future today!

Sincerely,

P.S. We have been serving this community for 88 years as a trusted charity. You can be sure that your contribution to Goodwill will be put to good use.